DCW
1971

December 3, 1970

Mr. Jose Gutierrez
Research Department
SCW Inc.
20433 Nordhoff St.
Chatsworth, CA 91311

Dear Mr. Gutierrez:

Thank you for your letter of November 20. The following is information on National Coin Week 1971: The dates for 1971 are April 18-24. The slogan is "Numismatics - The Hobby of all Ages."

Further information may be obtained from the 1971 chairman, Lee Martin, at P.O. Box 10396, Santa Ana, CA 92711.

Sincerely,

(Miss) Judy Lane
Editorial Secretary

jal

COPY

NOV 24

SCW INC.

CREATIVE NEWSPAPER ADVERTISING SERVICE

20433 NORDHOFF STREET, CHATSWORTH, CALIFORNIA 91311 • PHONE (213) 882-7200

November 20, 1970

American Numismatic Assn.,
Box2366
Colorado Springs, Co 80901

Dear Sir:

We would like to include promotional coverage in our Service for National Coin Week during april 1971.

This Service will be going to over 3,500 newspapers throughout the country.

To give proper coverage to your event, we will need whatever promotional material you may now have available, particularly any specific dates and slogans you may plan to use.

We work far in advance, and therefore would appreciate it if you could forward the material within the next two weeks. There is no charge or payment for inclusion of your material.

Thank you very much.

Very truly yours,

SCW, INC.

Jose Gutierrez,
Research Department

JP/lf

NCW 1971

T. Z. Spinrad

P. O. Box 294
Madison Square Station
New York, N. Y. 10010

November 17, 1970

A Request for Information:

Two publications issued by us list coming events, special days, weeks, months, significant anniversaries, meetings and nationally newsworthy events. DAY & DATE SERVICE lists such items five to six weeks ahead, while 4 MONTHS FROM NOW has, of course, a four month deadline.

We should be happy to receive from you appropriate advance information concerning events or observances with which your organization is associated.

Thank you very much.

T. Z. Spinrad

P.S. May we particularly verify with you the following:

1971 - NAT'L COIN WEEK - 1971 ??

April 18-24 dates pert

Amer. Numismatic Assn.
P. O. Box 2366
Colorado Springs, Colo. 80901

Put on list
Nat'l Coin Week
1971

July 7, 1970

Milt Vandeventer, Sales Manager
KBMN Radio
P.O. Box 1228
Bozeman, MT

Dear Mr. Vandeventer:

Thank you for your note of July 1 requesting information on National Coin Week for airing. National Coin Week for 1970 was held April 19-25. We will place you on the list to receive material for airing in connection with National Coin Week 1971, which will be held the week of April 17-23.

Thank you for your interest.

Sincerely,

EDWARD C. ROCHETTE
National Coin Week Chairman

ECR/jal

redi-letter®

TRIP

TO
American Numismatic Association
Box 2366
Colorado Springs, CO 80901

FROM
KBMN Radio
P. O. BOX 1228
BOZEMAN, MONTANA 59715
AREA CODE 406
Phone: 586-2394

SUBJECT National Coin Week

DATE 7/1/70

MESSAGE

Please send us any information for airing in connection with this campaign.

Milt Vandeventer

SIGNED Milt Vandeventer, Sales Manager

REPLY

put on list
for 1971 NCW

SIGNED

DATE / /

SEND PARTS 1 AND 3 WITH CARBON INTACT - PART 3 WILL BE RETURNED WITH REPLY.

Rediform® 4S 472

1971 NCW

November 3, 1970

Mr. Lyman Bartee
Austin Texas Coin Club
P.O. Box 1225
Austin, TX 78767

Dear Mr. Bartee:

In answer to your inquiry on the dates for National Coin Week in 1971, NCW is held the third full week in April. The dates for 1971 will be April 18-24.

Sincerely,

(Miss) Judy Lane
Editorial Secretary

jal

AUSTIN TEXAS COIN CLUB
P. O. BOX 1225
AUSTIN, TEXAS 78767

TNA 6

ANA 25119

OCT

Dear Ed,

Thank for coming out every and helping to make our show a success.

I need to know the dates of coin week in 1971 as we are making plans for some television program.

Best Regards to you and Adna.

Lyman C. Baker

Judy answer
NCW
April 18-24, 1971

~~4th week~~ 3rd full April

James K. Rhodes Inc.

[redacted]

Dear Adna Wilde Jr.

I would like very much to become a member of the American Numismatic Ass. Could you please send me a membership form?

Also, I would like to participate in National Coin Week.

copy to Judy —

Any additional information you could send me would be greatly appreciated.

Thank you

Mrs. Robt. J. Rhodes.